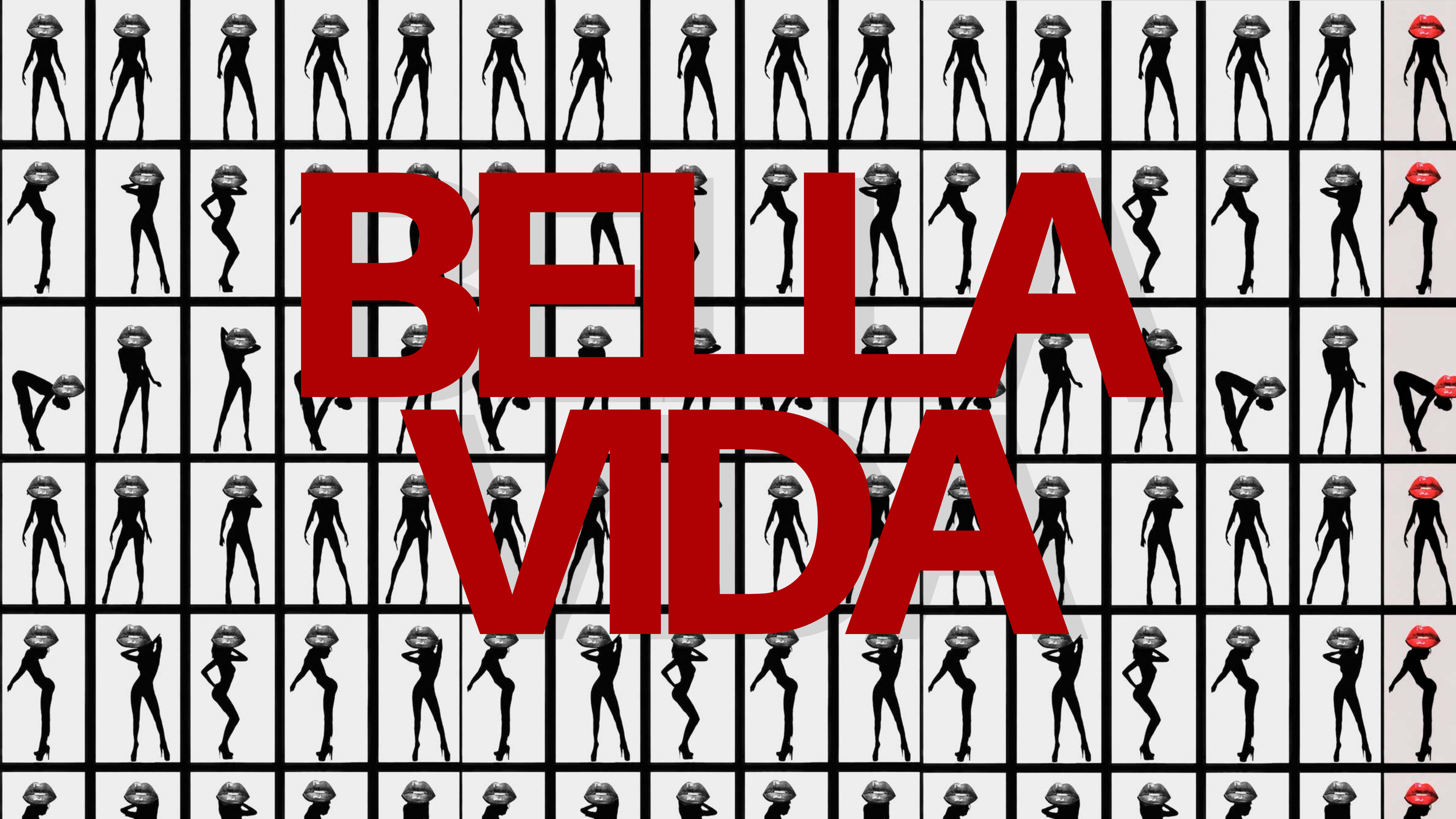




BELLA
VIDA

BELLA VIDA

COLLECTIVE | IMMERSIVE EXPERIENCE

EST 2024



THE ORIGIN

"We lost someone.
And grief taught us
how to truly live."

LA VIDA ES BELLA WAS BORN FROM LOSS - THE SUDDEN,
UNEXPECTED DEATH OF A BELOVED FRIEND. THAT GRIEF DIDN'T
BREAK US. IT BROKE US OPEN.

IT FORCED A RECKONING WITH TIME-HOW FINITE IT IS, HOW
CARELESSLY WE SPEND IT, HOW RARELY WE LET OURSELVES FEEL
FULLY ALIVE. BELLA VIDA WAS CREATED AS THE ANSWER TO THAT
RECKONING: A SPACE WHERE EVERY NIGHT IS TREATED AS IF IT
COULD BE YOUR LAST BEAUTIFUL ONE.

THIS IS NOT ANOTHER PARTY BRAND. IT IS A CELEBRATION OF LIFE -
DRESSED IN HOUSE MUSIC, INTIMATE SPACES- THAT TURN INTO THE
KIND OF NIGHTS WE LIVE FOR.



BRAND POSITIONING

CATEGORY

Global Collective

BLENDING NIGHTLIFE, MUSIC, AND CULTURE INTO
IMMERSIVE EXPERIENCES THAT FEEL TIMELESS AND
ALIVE—LIKE HOUSE MUSIC ITSELF.

TARGET CROWD

The Fully Alive

PEOPLE WHO CHOOSE THEIR NIGHTS WITH PURPOSE—
NOT JUST TO GO OUT, BUT TO FEEL SOMETHING.
MORE THAN A PARTY, IT'S A SPACE TO LET GO.

CORE POSITIONING STATEMENT

Bella Vida exists for one reason: *to remind you how beautiful
this life is.*

WHERE OTHER BRANDS SELL ENTERTAINMENT, WE SELL PRESENCE. WHERE OTHERS BUILD HYPE, WE BUILD MEANING. THE MUSIC IS THE VEHICLE. THE
FEELING IS THE DESTINATION. AND THE FEELING IS THIS: LETS CELEBRATE LIKE IT COULD BE THE LAST.



THE BRAND UNIVERSE

A World built to Celebrate.

THE FEELING

THE SEDUCTIVE PULL OF A SINGLE PERFECT NIGHT. THE
MOMENT YOU STOP THINKING ABOUT TOMORROW
AND SURRENDER COMPLETELY TO NOW.

THE SOUND

HOUSE MUSIC AS A SPIRITUAL ACT. DEEP, SOULFUL,
AND HYPNOTIC A SOUNDTRACK THAT DISSOLVES
THE SELF SO THE MOMENT CAN FULLY ENTER.

THE SPACE

CURATED ENVIRONMENTS THAT FEEL LIKE A FEVER
DREAM OF BEAUTY. ROOFTOPS. INTIMATE CLUBS.
EVERY VENUE IS CHOSEN TO MAKE THE WORLD
OUTSIDE DISAPPEAR COMPLETELY.



The image features a symmetrical, mirrored composition. On the left and right sides, there are close-up shots of a person's mouth with bright red, glossy lipstick. Inside each mouth is a small, spherical disco ball. The disco balls are covered in many small, reflective facets that catch the light, creating a shimmering effect. The background is a solid, dark color, which makes the red lips and the reflective disco balls stand out prominently. The overall aesthetic is glamorous and reminiscent of 1980s pop culture.

WHO
ARE THE
BELLAS?

"Not what you expected.
She is what you
always wanted."

THE BELLAS ARE THE LIVING EMBODIMENT OF THE BELLA VIDA UNIVERSE.

CREATING BLUR BETWEEN FANTASY AND REALITY.

THEY ARE NOT HOSTESSES. THEY ARE NOT PERFORMERS.

THEY ARE ICONS IN MOTION.

YOU WON'T BE ABLE TO LOOK AWAY.

THEIR ATTENDANCE YOU WON'T FORGET.



LA VIDA ES BELLA

A CELEBRATION OF LIFE.



VISUAL STYLE

(5)



STEP INTO THE
WORLD OF THE
BELLAS

WHO ARE THE
BELLAS?

THEY ARE
WOMEN WHO
HAVE BIG LIPS
AS HEADS
AND YOU
LOVE IT.

